

THE OFFICIAL STATE TRANSPORTATION MAP COMMITTEE POLICY

The Official State Transportation Map is updated and printed annually by the Commonwealth of Virginia Department of Transportation and is distributed free of charge. A new design and theme is created every two years. The purpose of The Official State Transportation Map is to guide travelers on Virginia highways efficiently and safely and to attract and inform tourists of the great diversity of Virginia's attractions in all regions.

The Virginia Department of Transportation's Office of Public Affairs (OPA) administers contents of the promotional portions of the map. The OPA is responsible for setting policies to guide and direct the choices of design, points of interest and photographs to be included on the state map.

The graphics section of the OPA prepares the promotional portions of the map. The graphics section presents designs using the theme and photographs selected by the OPA State Map Committee. The administrator's of OPA chairs this committee. After the committee has selected its choice of designs and requested any revisions, a final comprehensive layout is completed and presented for approval.

The following is a guide to the process and criteria used in selecting the points of interest and photographs presented on the map.

POINTS OF INTEREST

The promotional portions of the map contains a listing of attractions that are historic, cultural or recreational, including national, state and regional parks and forests. These attractions are listed alphabetically by category and include information describing the facility and a key to its location on the road map.

The points of interest listing are the basis for all points of interest shown on both the promotional and cartographic portions of the map. The points of interest on the cartographic portions of the map are shown in red ink accompanied by a red square with the exception of large parks and forests that are shown by various color shadings.

POINTS OF INTEREST CATEGORIES:

HISTORIC: Homes and churches parks, battlefields & monuments.

CULTURAL: No subcategories are used. Entries will be evaluated on an individual basis.

RECREATIONAL: Commercial resorts, state, regional and national parks and forests.

**Recreational areas within parks and forests.*

**All recreational areas will be shown on the cartographic portion of the map. Only major areas will be listed in the promotional area.*

CRITERIA:

(To be listed and located on the promotional and cartographic portions of the map)

General criteria (all categories):

Prime consideration is given to attractions:

- With high existing attendance or generated traffic (over 10,000 guests annually).
- Drawing tourists from other states and countries.
- Open daily, year-round (exceptions are made for resorts, parks, beaches, stadiums, etc. where activities are somewhat restricted during certain seasons and will be considered on a case by case basis)

Historic criteria:

- Historic plantations, homes, churches and other buildings, structures or districts must be listed on the Virginia Department of Historic Resources' Register and the National Federal Register of Historic Places.
- Prime consideration is given to those offering guided or self-guided tours and listing a mailing address and telephone number accessible during normal office hours.

Museum / Culture criteria:

Prime consideration is given to attractions:

- Organized as public or private nonprofit institutions that exist on a permanent basis for essentially educational or aesthetic purposes,
- That care for, and own or use tangible objects, whether animate or inanimate, and exhibit these objects on a regular basis,
- That have at least one professional staff member or the full-time equivalent on site, whose primary responsibility is the acquisition, care or exhibition to the public,
- That have provided services to the general public on a regular basis for at least two full years,
- Listing a mailing address and telephone number accessible during normal office hours.

PHOTOGRAPHS

- The number of photographs included on the state map varies. Recently, the number has ranged between five and ten.
- Photo subjects consist of attractions selected from the points of interest listing (identified specifically on the map listing) and generic photos of Virginia scenery, recreational and cultural activities and historic districts, (not identified specifically on the map listing). Subjects will be divided among the cultural and geographic regions of the state at the discretion of the map committee.
- The cultural and geographic regions of the state are Northern Virginia, Tidewater, and Hampton Roads, Eastern Shore, Central-Southside, Shenandoah, and Southwest-Blue Ridge-Highlands. The intent is to fulfill the categories, and every effort will be made to represent the diversity of the Commonwealth's attractions in all regions.

OTHER INFORMATION

- Space will be reserved on the map to provide information to aid motorists and promote safety on Virginia's highways.
- An explanation of the Virginia historic marker system will be included.

EDITING RIGHTS

- The state map committee maintains complete rights in editing the official state map and making design variations deemed advantageous to motorists and promoting tourism in the state of Virginia.
- The committee reserves its right to include or omit any attraction, photograph, sketch, letter type or logo published in the past or present.

MAP REQUESTS

All requests to be included on the points of interest listing or as a photo on the state map must be submitted in writing to the chairperson of the state map committee. The committee at regularly scheduled meetings will review requests. Acknowledgement of request and notification of the committee's decision will be made as soon as possible. If a request is denied it can be appealed in writing and should provide new information or reasons for consideration.

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